MICHAEL A. PAINTER, Bar #43600 1 painter@ikplaw.com SAACMAN, KAUFMAN & PAINTER 2 10250 Constellation Boulevard, Suite 2900 Los Angeles, California 90067 (310) 881-6800 - Telephone (310) 881-6801 - Facsimile 3 4 5 Attorneys for Plaintiff, PBC INTERNATIONAL, INC. 6 7 8 9 UNITED STATES DISTRICT COURT 10 CENTRAL DISTRICT OF CALIFORNIA 11 12 3916 PBC INTERNATIONAL, INC., a 13 California corporation, 14 COMPLAINT FOR TRADEMARK Plaintiff, INFRINGEMENT AND FALSE 15 DESIGNATION OF ORIGIN vs. 16 JURY TRIAL DEMANDED 17 ALIREZA AMIRGHASSEMI, an 18 individual doing business as PERSIAN BROADCASTING 19 COMPANY and TAPESH 20 TELEVISION NETWORK; DOES I -X, Inclusive, 21 22 Defendants. 23 24 COMES NOW THE PLAINTIFF, PBC INTERNATIONAL, INC., and 25 for causes of action against the defendants, and each of them, complains and 26 alleges as follows: 27 28 MAP-PBC-1797

JURISDICTION

1. This is a civil action which arises under Sections 32(1) [15 U.S.C. §1114(1)] and 43(a) [15 U.S.C. §1125(a)] of the United States Trademark Act. Jurisdiction is based upon 15 U.S.C. Section 1121 and 28 U.S.C. Section 1338(a).

THE PARTIES

- 2. Plaintiff, PBC INTERNATIONAL, INC., is a California corporation having its principal place of business in Oxnard, California (hereinafter referred to as "PBC").
- 3. Plaintiff is informed and believes and, based on such information and belief, alleges that defendant, ALIREZA AMIRGHASSEMI, is an individual residing in the County of Los Angeles, State of California and doing business as PERSIAN BROADCASTING COMPANY and TAPESH TELEVISION NETWORK, both of which have their principal places of business in the County of Ventura, State of California (hereinafter referred to as "defendants").
- 4. The true names or capacities, whether individual, corporate, associate, representative, or otherwise, of the defendants named herein as DOES I X, inclusive, are unknown to plaintiff who therefore, pursuant to Local Rule 19-1 of this Court, sues said defendants by such fictitious names and plaintiff will amend this Complaint to show their true names and capacities when the same have been ascertained.

FACTS COMMON TO ALL CLAIMS

5. In or about November, 1978, PBC's predecessor-in-interest, Pacific Balloon Co., Inc., was created for the purpose of manufacturing, selling and distributing novelty products. In January, 1999, the corporate name of plaintiff was changed to PBC International, Inc. The only corporate entity authorized by the State of California to identify itself as PBC International, Inc. is plaintiff.

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- 6. In 1990, and long prior to any of the acts of the defendants complained of in this Complaint, PBC adopted the mark PBC INTERNATIONAL trademark to designate plush stuffed animals, said mark being extensively used, advertised and promoted throughout the United States in general and in the State of California in particular.
- 7. Since long prior to any of the acts of the defendants complained of in this Complaint, PBC applied for and registered its PBC INTERNATIONAL trademark in the United States Patent and Trademark Office, a copy of Certificate of Trademark Registration Nos. 1,684,063 and 2,527,352 being attached hereto as Exhibits 1 and 2, respectively. PBC owns the exclusive right to manufacture and sell plush stuffed animals and related goods and services designated by the PBC INTERNATIONAL trademark.

FIRST CLAIM FOR FEDERAL UNFAIR COMPETITION AND FALSE DESIGNATION OF ORIGIN

- 8. Plaintiff hereby repeats and realleges Paragraphs 1 7, inclusive, as though set forth in full herein again.
- 9. Since long prior to the acts of the defendants complained of in this Complaint, PBC has extensively held itself out to the public throughout the United States as PBC International, Inc., a California corporation. PBC has extensively marketed, sold, advertised and promoted its products and services under the trademark PBC INTERNATIONAL. PBC has gained a substantial reputation under its corporate name, PBC International, Inc., a California corporation, and in connection with the products and services marketed and sold under the PBC INTERNATIONAL trademark. By reason of the marketing and sale of products under the above trademark and trade name, the trade and public, prior to the acts of the defendants complained of in this Complaint, have come to recognize the trade name PBC International, Inc., a California corporation, and the trademark PBC

MAP-PBC-1797 - 3 -

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by, authorized or affiliated with PBC.

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Plaintiff is informed and believes and, based upon such information 10. belief, alleges that on or about February 9, 2004, defendants, and each of them, falsely represented themselves as PBC International, Inc., a California corporation,

INTERNATIONAL, when used in connection with products and services supplied

and entered into a lease for real property in the name of PBC International, Inc., a

California corporation.

- That on or about April 20, 2010, a Complaint alleging breach of the 11. lease identified in Paragraph 10 was filed in the Superior Court of California, County of Los Angeles, identifying the defendant as PBC International, Inc., a California corporation. Plaintiff, PBC, was erroneously served with the Complaint on or about April 22, 2010.
- The above-alleged actions of defendants, and each of them, constitute 12. the use in connection with services of false or misleading descriptions and representations with respect to the origin, sponsorship or approval of its goods and services and the publicity therefor by suggesting that such goods and services and the advertising thereof are connected with or associated, sponsored or affiliated with PBC, or that the same truly originated with PBC. The misappropriation and use of PBC's trade name and trademark by defendants, and each of them, as well as defendants' other actions described above constitute false and misleading descriptions of fact and representations of fact that are likely to give the public a false impression and to confuse the public as to the source of defendants' goods and services.
- PBC is informed and believes and, based on such information and 13. belief, alleges that defendants, and each of them, adopted and used the trade name, PBC International, Inc., and the trademark PBC INTERNATIONAL with actual knowledge of PBC's long prior use thereof and with the intent to trade on the reputation and good will of that mark.

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- 14. Although defendants have been requested by PBC to cease use of PBC's trademark and trade name, defendants have, nevertheless, refused said request. PBC is informed and believes and, based upon such information and belief, alleges that defendants, and each of them, have continued to use PBC's trademark and trade name in connection with advertising, marketing and promoting the sale of its services. This is therefore an exceptional case within the meaning of §35 of the United States Trademark Act, 15 U.S.C. §1117, entitling PBC to recover reasonable attorneys' fees.
- 15. The aforesaid actions of defendants, and each of them, have irreparably damaged PBC and will, unless restrained, continue to so damage the business of PBC and its good will, for all of which there is no adequate remedy at law.

SECOND CLAIM FOR TRADEMARK INFRINGEMENT

- 16. Plaintiff hereby repeats and realleges Paragraphs 1 7, inclusive, and Paragraphs 9 15, inclusive, of the First Claim as though set forth in full herein again.
- 17. Long after PBC's first use of the PBC INTERNATIONAL trademark in commerce, defendants, and each of them, first commenced use of the trademark PBC INTERNATIONAL to designate, advertise and/or promote the sale of services in the United States. Defendants, and each of them, have used the trademark PBC INTERNATIONAL despite the fact the identified trademark wrongfully appropriates PBC's registered PBC INTERNATIONAL trademark and is confusingly similar thereto.
- 18. Defendants' act of advertising, marketing and promoting the sale of its services through the use of the trademark PBC INTERNATIONAL is directed to the same segment of the purchasing public to which PBC directs its goods and services.

- 19. Defendants' use of trademark PBC INTERNATIONAL as alleged above to designate, advertise and/or promote the sale of its services is likely to cause confusion or mistake or to deceive the purchasers of its services as to the source of origin of defendants' services and to cause defendants' services to be passed off or viewed as those which are provided or authorized by PBC.
- 20. That unless restrained by this Court, defendants, and each of them, will continue to use the trademark PBC INTERNATIONAL to designate, advertise and/or promote the sale of the services and, as a result thereof, the public generally will be misled and deceived into believing that the services of defendants are those of, or are affiliated with PBC, to the irreparable damage and injury of the business of PBC.
- 21. PBC has duly demanded that defendants cease and desist from the aforesaid violation of PBC's rights, defendants having refused to do so. This is therefore an exceptional case within the meaning of §35 of the United States Trademark Act, 15 U.S.C. §1117, entitling PBC to recover reasonable attorneys' fees.
- 22. The aforesaid actions of defendants, and each of them, have irreparably damaged PBC and will, unless restrained, continue to so damage the business of PBC and its good will, for all of which there is no adequate remedy at law.

WHEREFORE, plaintiff seeks judgment against defendants, and each of them, as follows:

1. That defendants, and each of them, and their officers, agents, servants, employees, attorneys, confederates, related companies, and all persons acting in concert or participation with it, be enjoined and restrained during the pendency of this action, and permanently thereafter:

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- (b) from passing off, inducing or enabling others to sell or pass off services which are not plaintiff's or not offered under the control and supervision of plaintiff and approved by plaintiff, through the use of the mark PBC INTERNATIONAL or formatives thereof;
- (c) from committing any acts calculated to cause purchasers to believe that defendants' services are sponsored by or approved or connected with or guaranteed by or offered and sold under the control and supervision of plaintiff; and
- (d) from otherwise competing unfairly with plaintiff in any manner.
- 2. That defendants account for and pay over to plaintiff all damages sustained by plaintiff and all profits realized by defendant by reason of defendant's unlawful acts and that the amount of damages for infringement of plaintiff's trademark be increased by a sum not exceeding three times the amount thereof as provided by Section 35 of the United States Trademark Act, 15 U.S.C. §1117.
- 3. That plaintiff be awarded exemplary damages in the amount of \$100,000.
- 4. That plaintiff be awarded its costs of suit, including reasonable attorneys' fees and have such other and further relief as to the Court may deem equitable, including but not limited to, any relief set forth under Section 34-39 of the United States Trademark Act.

MAP-PBC-1797 - 7 -

1	PLAINTIFF DEMANDS A JURY TRIAL OF THIS ACTION.
2	Respectfully submitted,
3	ISAACMAN, KAUFMAN & PAINTER
4	
5	By: Michael A. Painter
6	Attorneys for Plaintiff PBC INTERNATIONAL, INC.
7	Dated: May 25, 2010
8	Dated. Way 25, 2010
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EXHIBIT 1

Int. Cl.: 42

Prior U.S. Cl.: 101

United States Patent and Trademark Office Registered Apr. 21, 1992

SERVICE MARK PRINCIPAL REGISTER



PACIFIC BALLOON CO., INC. (CALIFORNIA CORPORATION) 1913 PORTOLA ROAD VENTURA, CA 93003

FOR: WHOLESALE DISTRIBUTORSHIP SERVICES IN THE FIELD OF TOYS; NAMELY, BALLOONS AND SOFT SCULPTURES, IN CLASS 42 (U.S. CL. 101).

FIRST USE 9-20-1990; IN COMMERCE 9-20-1990.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "INTERNATIONAL", APART FROM THE MARK AS SHOWN.

SER. NO. 74-115,925, FILED 11-16-1990.

DAVID CHO, EXAMINING ATTORNEY

EXHIBIT 2

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

Reg. No. 2,527,352

United States Patent and Trademark Office

Registered Jan. 8, 2002

TRADEMARK PRINCIPAL REGISTER

PBC INTERNATIONAL

PBC INTERNATIONAL, INC. (CALIFORNIA CORPORATION) P.O. BOX 5767 OXNARD, CA 93031

FOR: PLUSH STUFFED ANIMALS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-20-1990; IN COMMERCE 9-20-1990.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "INTERNATIONAL", APART FROM THE MARK AS SHOWN.

SER. NO. 76-225,404, FILED 3-16-2001.

DAVID C. REIHNER, EXAMINING ATTORNEY

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Name & Address: Michael A. Painter, #43600 Isaacman, Kaufman & Painter 10250 Constellation Boulevard, Suite 2900 Los Angeles, California 90067 (310) 881-6800

painter@ikplaw.com				
	UNITED STATES DE CENTRAL DISTRICT	STRICT COURT OF CALIFORNL	4	
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TO: DEFENDANT(S):			·	
Within 21 days after must serve on the plaintiff an ans □ counterclaim □ cross-claim or or motion must be served on the 10250 Constellation Blvd., Suite judgment by default will be enter your answer or motion with the counterparts.	wer to the attached of core a motion under Rule 12 or plaintiff's attorney, Mich 2900, Los Angeles, CA steel against you for the rel	nplaint U of the Federal Rule ael A. Painter, Esq 20067 ief demanded in the	amended Cos of Civil Procedure, Vol. 2	re. The answer whose address is you fail to do so,
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MAY 25	2010	By:	puty Clerk	WERS
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CV-01A (12/07)	SUMMO	NS		

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

1 U.S. Government Plaintiff 2 3 Federal Question (U.S. Government Not a Party) Citizen of This State 1 1 Incorporated or Principal Place 4 of Business in this State 2 2 Incorporated and Principal Place 5 of Business in Another State 5 Of Business in Another Stat	I (2) PLAINTIFFS (Check box PBC INTERNATIONAL.	DEFENDANTS ALIREZA AMIRGI BROADCASTING DOES 1 - X, Inclusi	COMPANY	individual doing buind TAPESH TELEV	SINESS IS PERSIAN VISION NETWORK;			
Michael A Painter #45400, lasterous, Raufman & Painter 10250 Constellation Bullevard, Saite 2000 Lot Angles, CA 90067 (10) 881-4800 Lot Angles, CA 90067	(b) Attorneys (Firm Name, Advouvself, provide same.)	dress and Telephone Number. If you	are representing	Attorneys (If Known)				
Chizze an X in one box for plaintiff and one for defendant.	Michael A. Painter, #4360 10250 Constellation Boule	vard, Suite 2900						
Citizen of This State	II. BASIS OF JURISDICTION	(Place an X in one box only.)	III. CITTZE!	SHIP OF PRINCIPAL X in one box for plaintif	PARTIES -	For Diversity Cases defendant.)	Only	
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UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

VIII(a). IDENTICAL CASI If yes, list case number(s):	ES: Has this action been pro	eviously filed in this court an	id dismissed, remanded or closed? W No 🖂 Yes					
VIII(b). RELATED CASES If yes, list case number(s):	S: Have any cases been pre	viously filed in this court tha	at are related to the present case? ♥No □ Yes					
Civil cases are deemed related if a previously filed case and the present case: Check all boxes that apply) A. Arise from the same or closely related transactions, happenings, or events; or B. Call for determination of the same or substantially related or similar questions of law and fact; or C. For other reasons would entail substantial duplication of labor if heard by different judges; or D. Involve the same patent, trademark or copyright, and one of the factors identified above in a, b or c also is present.								
IX. VENUE: (When complet	ting the following informat	ion, use an additional sheet it	f necessary.)					
			f other than California; or Foreign Country, in which EACH named plaintiff resides. this box is checked, go to item (b).					
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country					
Ventura								
			f other than California; or Foreign Country, in which EACH named defendant resides. If this box is checked, go to item (c).					
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Los Angeles								
* Los Angeles, Orange, San l Note: In land condemnation ca			San Luis Obispo Counties					
X. SIGNATURE OF ATTOR	NEY (OR PRO PER):	MAR	M Date 5/25/20/0					
or other papers as required	d by law. This form, approv	ed by the Judicial Conference	mation contained herein neither replace nor supplement the filing and service of pleadings e of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed ting the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)					
Key to Statistical codes relatin	ng to Social Security Cases:		1					
Nature of Suit	Code Abbreviation	Substantive Statement of	f Cause of Action					
861	НІА		ance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended ospitals, skilled nursing facilities, etc., for certification as providers of services under the (FF(b))					
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)						
863	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))							
863	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405(g))							
864	SSID All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Securi Act, as amended.							
865	old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42							

CV-71 (05/08) CIVIL COVER SHEET Page 2 of 2

UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge Stephen V. Wilson and the assigned discovery Magistrate Judge is Alicia G. Rosenberg.

The case number on all documents filed with the Court should read as follows:

CV10- 3916 SVW (AGRx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

motions.		
All discovery related motion	s should be noticed on the calendar of the	Magistrate Judge
=	NOTICE TO COUNSEL	
A copy of this notice must be served filed, a copy of this notice must be se	with the summons and complaint on all defendants	s (if a removal action is
Subsequent documents must be filed	d at the following location:	
[X] Western Division 312 N. Spring St., Rm. G-8 Los Angeles, CA 90012	411 West Fourth St., Rm. 1-053	Eastern Division 8470 Twelfth St., Rm. 134 Riverside, CA 92501
Failure to file at the proper location will rea	sult in your documents being returned to you.	

NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

CV-18 (03/06)